



# Tiyende Pamodzi



**The U.S. Mission to  
Zambia:  
Promoting Peace,  
Health and  
Development Through  
Partnerships with the  
Zambian People**

**FEATURED MOVIE  
at the  
MLK Library**



**The Great Debaters  
(2007)**

Watch this and other films  
specially chosen for Black  
History Month on the personal,  
portable DVD players...only at  
the MLK Library!

**FREE**

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**Presidential Inauguration  
Alumni Spotlight  
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**[zambia.usembassy.gov](http://zambia.usembassy.gov)**

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**U.S. Marine Security Guards from the Embassy handed out gifts to Lusaka orphans this holiday season as part of their annual Toys for Tots program.**

## **A Message From *Ambassador Donald Booth***

Inauguration day always brings out my pride in America. No matter who wins, no matter how contentious the campaign, on inauguration day we celebrate the democratic process and the peaceful transition of power. Certainly the inauguration of President Barack Obama has great historical significance that cannot and should not be overlooked, but I would emphasize that any time a country—from America to Zambia—witnesses a peaceful changeover of leaders, it is cause for celebration. Too often in the world's history we have seen the allure of power cause leaders to prize selfish gains over the good of the country. I am proud that both our countries have chosen a different path.



As we enter Black History Month, we at the Mission will be focusing on the positive role youth have played in history and how they can have a similar impact on the future. We'll be spotlighting films from our library collection that celebrate the contributions of young people to civil rights; we're reaching out to all our friends, especially youth, via new digital channels (*see page 3*); and we're pleased that, as a wrap-up to the month, we'll be hosting an American speaker who will talk about the important role youth played in President Obama's election campaign. Working together, all of us—young and old, American and Zambian—can engage our fellow citizens and bring about positive change in our communities.

## American Center Hosts Inaugural Viewing



*In reaffirming the greatness of our nation, we understand that greatness is never a given. It must be earned. Our journey has never been one of shortcuts or settling for less. It has not been the path for the faint-hearted—for those who prefer leisure over work, or seek the pleasures of riches and fame. Rather, it has been the risk-takers, the doers, the makers of things—some celebrated but more often men and women obscure in their labor, who have carried us up the long, rugged path towards prosperity and freedom.*

— President Barack Obama

Millions of people crowded into downtown Washington, D.C., on January 20 to witness the inauguration of President Barack Obama. In Lusaka, U.S. Mission staff welcomed Zambians and foreign dignitaries to the American Center to view the ceremony, the 44th such transition of power since the founding of the United States more than 200 years ago.

The audience enthusiastically followed the ceremony, applauding and even cheering during President Obama's swearing-in and inaugural speech. "This is a great day for America," said Ambassador Booth. "I am glad we could share it."



*Pictured:* Guests watched President Obama's speech (*top*) and then enjoyed analyzing it amongst themselves.

## Humphrey Alumnus



Robinson Mukuma Makayi (center right) with other Hubert H. Humphrey Journalism Fellowship participants in 1994.

Mr. Robinson Mukuma Makayi was the first Zambian to participate in the Humphrey Journalism Fellowship Program, held at the University of Maryland in 1993. Mr. Makayi described his experience as "the most enriching, enlightening and enjoyable time of my life."

Mr. Makayi interned with various media across the United States. The diverse experiences broadened his ideas on how to improve the Zambian media. Upon his return, he established the Media Resource Center, a private and independent organization whose flagship was the Freedom Forum, an idea adopted from the U.S.. He is now involved in a Media

Institute of Southern Africa project that creates community radio stations. Mr. Makayi has helped set up Radio Liseli in Mongu, Radio Chikuni in Monze, Radio Mano in Kasama and Radio Suwilanzi in Nakonde.

Culturally, Mr. Makayi noted America's inexpensive food takeaway culture. It was convenient given his busy schedule, but he did crave a home-cooked meal with nshima. He also enjoyed visiting the Native American museum in Buffalo, New York. There, he found that, even though we are worlds apart, there are great similarities between Native American and Zambian traditional beliefs.



## Stop Thief! U.S. Partners With Zambia on IPR Training

When you buy a product, you want to know it is genuine. When you compose a song, you want to know you will enjoy the sales from your sweat. Yet today it is common to find counterfeit products and pirated music from which the creators do not benefit. Fake products have flooded the market with detrimental effects to both business and public health.

In order to protect inventors and consumers from counterfeit products, most countries have enacted intellectual property rights (IPR) laws. These laws are important because they ensure that products are genuine and prevent ideas from being stolen.

Zambia has not been spared the problems of counterfeiting. The U.S. government is committed to

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Ambassador Donald Booth inspects legitimate and counterfeit products at the intellectual property rights workshop held in November.

## Friend, Follow, Subscribe: U.S. Mission Launches Digital Diplomacy Sites



Is there a question about U.S. foreign policy you're eager to have answered? Interested in studying in the United States, but don't know where to start? Maybe you're curious about what happened on this date in U.S. history, or perhaps you just want to know what your friends at the American Embassy have been up to lately. Starting in February, it'll be easier than ever to find the information you're looking for.

The public affairs section of the U.S. Mission to Zambia is launching several new social networking Web sites this month, including Facebook and Afrigator pages, a Twitter feed, YouTube videos and podcasts on iTunes. The sites will provide instant access to the latest news and information; photos, audio and video files of Embassy events; contests; and conversations.

"As more and more people around the world gain access to the internet, the U.S. government is recognizing the importance of engaging with them electronically," said Public Affairs Officer Christopher Wurst. "We hope this new foray into digital diplomacy will give us even more opportunities to talk with Zambians, answer their

questions and provide a forum for discussion on issues of importance. It's one more way for Zambians to learn more about the United States and vice versa."

To find the Embassy online, click on the Facebook and Twitter screenshots above, click on the hyperlinks on page 4 or search for "U.S. Embassy Zambia" on any of the sites mentioned.



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helping Zambia deal with counterfeit products. Recently, the U.S. Embassy partnered with local company Cycorp to host a two-day workshop underscoring the importance of IPR to economic development and discussing ways to improve IPR protection in Zambia.

In addition to local experts, Benjamin Hardman, Toni Hickey and Joseph Rodriguez from the United States Patent and Trademark Office (USPTO) also taught at the workshop. Other international presenters were Nick Hart, Unilever SA; Sander Bakker, Sara Lee Netherlands; and Paul Ramara, Spoor & Fisher Attorney, South Africa. Workshop organizers took participants to a factory in Lusaka's Chinika area that was in June 2008 raided by police for manufacturing counterfeit skin products.

Participants included members of parliament and the private sector, law enforcement officers, journalists and NGO

representatives. U.S. Ambassador to Zambia Donald Booth and Lusaka Province Minister Lameck Mangani also attended the workshop and provided brief remarks for the participants. Mr. Mangani expressed the Zambian government's commitment to fighting piracy while Ambassador Booth said intellectual property rights was a developmental issue, and the presence of good IPR laws could attract investment and support the growth of businesses in Zambia.

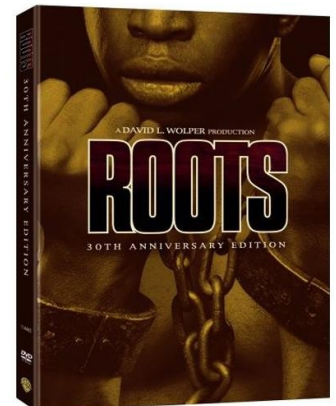


Workshop attendees tour a former counterfeiting factory

### **AIRC Corner: What's Happening at the Martin Luther King Jr. Library**

To commemorate Martin Luther King, Jr. Day, the American Center hosted university students and NGO representatives for a screening of King's famous 1963 "I have a dream" speech. Following the viewing, participants engaged in a frank discussion of King's vision for equality, his leadership in the civil rights movement, democracy in Africa and what the election of Barack Obama means for the United States. The speech, along with three others by King, is available on DVD for viewing in the library.

Many new movies have been added to the DVD collection this month, including "Roots: The 30th Anniversary Edition," "The Color Purple" and "The Autobiography of Miss Jane Pittman." We invite you to drop by this month and check out the new offerings!



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opportunities  
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**American Embassy  
Public Affairs Section  
American Center  
COMESA Building  
Ben Bella Road  
P.O. Box 32053, 10101  
Lusaka, Zambia  
Phone 260-1-227-993/4  
Fax 260-1-226-523**